

EDITORIAL

The design of the O. G. Sprouse Co.'s advertising in Hopkinsville is to diffuse among the people the correct information on all the interesting subjects relating to good merchandise. To inculcate just principles in the transactions of business for the mutual benefit of all kinds and classes of people. We have found that the people of Hopkinsville would just as soon buy for cash as on credit, providing that they could be shown they are getting better values for their money.

We have told you often before we pay spot cash for every dollar's worth of goods that come into this store. By doing this, friends, we save you money, and we are only too glad to take a small profit if we can build in Hopkinsville a mighty co-operative store. Every soul that has visited here lately has learned we not selling common, no account merchandise, but are offering nothing but new, fresh, clean merchandise at prices that are not excessive. We want everybody to understand that this is the people's store; the store for the masses; the store for the working man and woman, as well as the man of means. Spot cash should be really the prime factor in every household in Hopkinsville, just for this one reason: only it cultivates the desire to save. You don't have to be rich to be independent. The money we save you here by spot cash methods means, in the run of a year, many dollars for you.

Sprouse & Co.

BIG 10-DAY SALE

Was a great success, and we sold thousands of dollars worth of merchandise, but still find our shelves and tables loaded down with new merchandise. We have got to unload, therefore have decided to prolong the sale 10 days more. **Beginning Thursday Morning,** For 10 days longer we will show you many bargains which you will be interested in. Come and see.

EDITORIAL

Every merchant, big or little, knows this has been a backward year. Not in years have we had such rains, disasters, floods and calamities. In some places counties, towns and cities have been covered from two to eight feet from the great Father of Waters. Hundreds of thousands of dollars have been buried beneath this mighty outlet of the Mississippi basin, and as a consequence many merchants are temporarily stranded. Many manufacturers have been forced to place their products on the market at any price they would bring. Money! Money!! Money!!! The everlasting wheel that turns the universe is what they want. So, friends, with that one thing in hand—spot cash—we helped these overstocked manufacturers to unload, and in this great May sale of surplus stock you can profit as you never have before. You will find in this store bargains unlimited; values unmatched, because they were bought under the maker's actual cost price in several instances, and you will reap the benefit.

You cannot afford to stay away—economize on your grocery bills, your meat bills, anything, so you may have the spot cash to use here, because in the end you will realize a great saving.

This is not an ordinary sale, but one in which both merchant and customer will be benefited. You need the merchandise, we need your business. We are willing to sacrifice; won't you do the same?

Shoes Shoes

Just Read These "Fetching" Prices For 10 Days Only

Then "Fetch" the Whole Family.

Another lot of Ladies High \$4.50 new tan and white button boots, go at **2.98**
Another lot of old ladies' soft shoes and jellies for tender feet go at **1.39**
A new lot of Ladies Sample Shoes. Slippers and Oxfords, go on sale at **98c**
Men—For you we have the choice of the finest handmade shoes on earth at **4.39**
The best and newest Girls Button \$2.50 school shoes you ever saw at **1.39**
Bring in the boys, "Good shoes for bad boys," Gunmetal and buttons at **1.89**
One big lot of Ladies Sample Oxford Pumps and Strap Slippers in all leathers and grades, from \$2 to \$5, all go in one heap at **1.48**
Here is another snap for the little "tots," an extra special. They can't last long **39c**
Every lady in Hopkinsville should invest in the new lot of high and low cuts that go at **1.89**
The last whack at those fine Ladies White Pumps, while they last will clean them up at **1.39**
Men's new \$4 Tans, Patents and Gunmetal, Buttons and Bluchers at **2.89**
New Lot of Men's \$5 Tan Button Shoes at **3.39**
\$3.50 Ladies Best Shoes on earth at **2.39**
A new lot of Mens Gunmetal Buttons and Bluchers at **1.89**
Special lot of Hannan & Son Oxfords, \$6.00 value, at \$2.98
75c Suit Cases at 98c
200 pair of \$4.00 Douglas Oxfords at **1.98**

BIG LOT OF 12 1-2c PERCALES, 36 INCHES, AT 9c YARD.

The season's latest styles, white ground with stripes in black and blue and neat figures in black; suitable for women's and children's dresses and for men's and boy's shirts.

WAIST VALUES UP TO \$1.50 FOR 49c.

New Fresh Lingerie Waists—made with large side ruffe and embroidered fronts, long and three quarter sleeves, fine French Madras satin stripe—have soft roll collar and cuff. Expansion Sale Price **49c**
One lot Shirt Waists worth \$2.50 **\$1.48**

Cotton and Dress Goods

For Economy Sake Don't Miss These Good Things. Exceptional Values in Cotton and Dress Goods.
36-inch Black Taffetta Silk, very soft and lustrous; guaranteed pure silk, worth \$1.50 yard, Expansion Sale Price, only **98c**
23-inch Habutal Silk, stripe patterns for spring dresses and waists, values 49c, Expansion Sale Price **39c**
36-inch All-Wool Serges and Fancy Mixed Suitings in all the new colors of early spring suits and dresses. Worth up to 69c. Expansion Sale Price **47c**
Fancy Stripe Serges—navy, brown, green, black,

etc., guaranteed all wool and spot proof, sponged and shrunk, a good value at 75c, Expansion Sale Price **50c**
50-inch Panama, navy, brown, green, tan, gray and black, worth 69c, Expansion Sale Price **23c**
We will sell the well known brand Amoskeag Apron Gingham, Expansion Sale Price **64c**

ONE GOOD LOT APRONS.

Fine 40-inch Flaxon, worth up to 35c yard, Expansion Sale Price **18c**
We will sell 50 White Spreads, Expansion Sale Price **98c**

EXTRA SPECIAL IN TOWELS.

20x40 inch heavy Huck Towels, worth everywhere 15c, Expansion Sale Price dozen **\$1.00**
Best grade Calicoes, all colors, Expansion Sale Price (10 yards to a customer) **44c**
Red Table Damask—woven colors; Expansion Sale Price **22c**
Fancy Curtain Materials, 36 in. wide—on sale Expansion Sale Price **10c**
Another shipment of Bath Towels, a regular 50c size on sale Expansion Sale Price **25c**
37-inch Extra Heavy Linen Crash—for spring suits and skirts, absolutely tub proof and will wear like leather, Expansion Sale Price **124c**
A few nice patterns in Wash Foulards, desirable colors for home dresses Expansion Sale Price **10c**
36-inch Bleached Domestic, a good grade in full pieces, on sale Expansion Sale Price yard **5c**

Here is Your Chance HOSIERY.

Ladies' Pure Thread Silk Hose, wide garter top, extra high spliced heel, double sole and toe, \$1.50 value—Expansion Sale Price **\$1.00**
Ladies' Pure Thread Silk Hose—colors black, white and tan—silk lisle, garter top; high spliced heel; double sole and toe—75c value—Expansion Sale Price **50c**
Ladies Medium Weight Lisle Hose, colors, black and tan; double heel and toe, 19c value, Expansion Sale Price, 2 pairs for **25c**
Men's Pure Thread Silk Hose—in gray and black—double heel sole and toe, 50c value—Expansion Sale Price **25c**
Children's Fast Black Cotton Hose, sizes 5 to 9½, medium weight, 12 1-2c value, Expansion Sale Price **5c**
Misses Ribbed School Hose, in black only, sizes 5 to 9½—15c value, Expansion Sale Price **10c**
Ladies' Fleece lined Cotton Hose—medium weight, fast black, 124c value, Expansion Sale Price **10c**
4 to 6 inch Embroidery Bandings to match, 19c values, Expansion Sale Price **10c**
Corset Cover Embroidery, dainty patterns, several widths Bandings, a good value at 39c.
All over Embroidery for shirt waists and fancy summer dresses, new, clean stock, a variety of patterns 48c value, Expansion Sale Price **24c**
Colored and White Embroidery, from 2 to 4 inch—every piece worth from 7 to 10c, white. Expansion Sale Price **4c**
Hundreds of yards of Val. Round thread and Linen Torchon Lace—from 1 inch to 2 inches wide—worth 10c to 15 yard—Expansion Sale Price **4c**
3 to 6 inch Embroidery, all new stock, brought on to sell at 15c yard; good for flounces. Expansion Sale Price **7c**

35c DRESS FABRICS, SILK-AND-COTTON, 19c YD.

This clearance is a large special purchase of Silk-and-Cotton Dress Fabrics and will be a welcome opportunity to hundreds of women who are planning their summer wardrobes, jacquard figures, chiefly in light blue, reseda, pink, Alice blue, heliotrope, rose, navy and black—a yard **19c**

NECKWEAR

Neck Cord—in pink, lavender and white; worth 20c yard, Expansion Sale Price, yard **5c**
Windsor Ties—extra quality silk; red, navy and black—48c values—Expansion Sale Price **25c**
New Chiffons for Veiling or Waists, in cardinal white, tan, yellow, emerald, blue, pink, ashes of roses and black, 35c values, Expansion Sale Price **23c**

HANDKERCHIEFS

Men's Cambric Handkerchiefs, full size, good hems—10c values, Expansion Sale Price 6 for 25c
Men's Linen and Soft Cambric Handkerchiefs, worth 15c, Expansion Sale Price **8c**
Good size cans Talcum Powder, from well known manufacturers, 10c, Expansion Sale Price **7c**

UMBRELLAS

Big shipment Umbrellas, American Taffeta, non-splittable, plain wood and fancy silver and pearl handles, regular size, for both men and ladies, \$1.75 values, Expansion Sale Price **97c**

JEWELRY

Of all kinds at REDUCED PRICES.

Men's Furnishings

Imported Fancy Hose **121c**
at **99c**
Boys' Suits, one lot worth \$3 **99c**
at **39c**
50c Elastic Drawers **39c**
for **19c**
25c Boys' Hats **19c**
at **99c**
One Lot Men's \$3.50 Pants **99c**
at **23c**
Men's 50c Shirts **23c**
at **3c**
Don't blow your nose on the floor—
10c Handkerchiefs at **3c**
Men's Straw Hats, worth \$1.50, **69c**
at **39c**
Men's fine 75c Dress Shirts **39c**
at **5c**
Men's 10c Sox **5c**
per pair

Clothing

100 dozen 15c linen Collars, each **5c**
Every man sure ought to get "togged" now. The prices are as near nothing as any man could ask.
A whole Suit for a big grown man, worth up to \$10.00 **\$2.98**
Elegant fine "tailored" \$16.50 new Suits, bunched to go **\$6.98**
Beautiful \$18.00 Suits, they must all go **\$7.77**
Big lot elegant new Suits go in this sale at **\$8.87**
\$5.00 Boys' Suits will go in this sale at **\$1.89**
The biggest, best bargain ever sold in a clothing store. Your pick and choice of new \$22.50 and \$25.00 Suits, direct from maker. We don't care. **\$16.48**

Shirts

One lot Blue Chambray Shirts, collars attached, worth 50c and 75c, all go for **39c**
One big lot soft Shirts with collars attached, hurry for these **45c**
"Famous" and "Kingsley" brand new goods, 75c Dress Shirts, bunched to go for **39c**
We don't care.
One lot \$1.00 White Dress Shirts, go for **47c**

One lot 75c beautiful figured soft white Shirts, collars attached **39c**
One lot, 200 dozen, Men's guaranteed full \$1.50 value **75c**
Pongee Silk White Shirts, with collars attached, worth \$1.25, go at **75c**
\$2.50 Pongee Silk Shirts for **98c**
Fancy Plaited 75c Shirts, all bunched **39c**
Hytone \$2.00 Dress Shirts, very fine, good brand **98c**
Silver Brand white and fancy Dress Shirts, worth \$1.50 the world over **75c**

Ladies' Furnishings

One lot of Mannish Shirt Waists for Ladies, just received, the very newest styles; tie and belt to match, at **\$1.25**
We are the only people in town to show these this season.
One big lot of Muslin for dresses, at **4c** per yard
Men's Hose at **7c**
Ladies' Hose at **9c**
200 Dozen Ladies' Handkerchiefs to go at 2c, 7c, 9c and 11c, worth three times the money.
1 Lot \$2.00 Hats for **98c**
1 Lot \$3.00 Hats for **\$1.98**
1 Lot \$2.75 Hats for **\$1.48**
Ladies' Skirts, very fine, just received for the special sale, for \$1.98, \$2.98, \$3.98 and up to \$7.50. These skirts are worth just twice what we ask for them.
Just received a lot of ladies' very fine dresses, made and trimmed nicely in lace and sofetto at bargain prices.
Remember we have one hundred thousand other things which space will not permit us to mention

New Wash Dresses

\$1.25 AND \$1.50 DRESSES AT 98c.

Children's Dresses in Gingham, Percale and striped Linene, three new models, some trimmed, others plain tailored, all colors, light and dark—ages 6 to 14 years, Expansion Sale **47c**

\$2.00 DRESSES 98c.

Junior Dresses, sizes 13, 15 and 17; also Misses', sizes 14, 16 and 18, in Chambrays, Percale and Gingham, high and Dutch neck, embroidery trimmed, solid colors and stripes; just the thing for school wear. Expansion Sale Price **98c**

\$2.50 DRESSES AT \$1.19.

Ladies' and Misses' Dresses, in Gingham and Percales and light and dark patterns of checks, high and Dutch necks, some with embroidered yokes, others with deep flounce of contrasting colors, new and fresh. Expansion Sale price **\$1.19**

\$3.00 DRESSES AT \$1.48.

Ladies' and Misses' Dresses, in Gingham and Percales and light and dark patterns of checks and stripes—high and Dutch necks—some with embroidered yokes, others with large sailor collars. New and fresh. Expansion Sale price **\$1.48**

\$4.00 DRESSES FOR \$2.48.

Ladies' and Misses' Dresses in Anderson's Zephyr Gingham, in large assortment of patterns in checks—in all colors, neatly trimmed, new spring models. Expansion Sale price **\$2.48**
One lot fine Woolen Dresses worth \$15 for **\$8.50**

WELCOME TO OUR CLEAR UP SALE OF SUITS
\$23.50 to \$29.50 Values at \$6.75.

One lot of Tailored Suits for Ladies and Misses, in Serges, Worsteds, and Mannish Mixtures; this season's latest models. Expansion Sale price **\$6.75**

The O. G. Sprouse Company

INCORPORATED.